

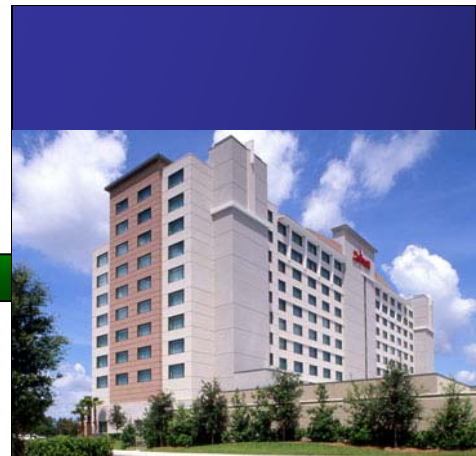
Seminole County CVB Marketing Plan 2003-2004



***“Florida’s Natural
Choice”***

A New Mission Statement

Our mission is to market and promote Seminole County as a unique destination, attracting significant numbers of new and repeat overnight visitors to enjoy our many value-added leisure, business, sports, meeting and nature-based offerings, thus creating a positive economic impact on our community.



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Objectives for 2003-2004

- Increase number of journalist visits by 10% from last year.
- Increase Tourist Development Tax revenue by 1% from last year.
- Increase unique visitors to the www.visitseminole.com website by 15% from last year.



Objectives for 2003-2004

- Increase Visitor Center visits in Longwood and Orlando Sanford Airport by 15% from last year.
- Attract one new annual countywide sporting event and at least one new event for each of the major venues in Seminole County.

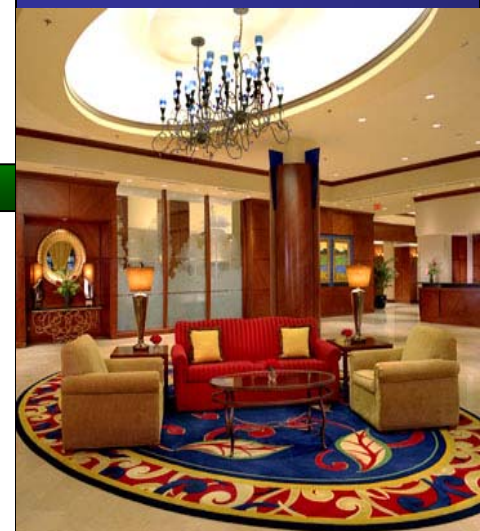


What's New for 2004

At-A-Glance

For the coming year, you will see new initiatives to expand our sales and marketing efforts with targeted and measurable strategies in these key areas:

- **New Niche Markets**
- **A Different Creative Look and Feel**
 - *Building on the Brand Foundation*
- **Industry Task Forces**
- **Educational Opportunities**
- **Client Networking Functions**



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Defining Target Markets

All elements of the sales and marketing plan will be tailored for these three core target markets:

- Corporate Travel/Small Meetings
- Sport Marketing/Cooperative Events
- Leisure Consumer
 - Nature Associations
 - Drive Market and Key Fly Markets
 - Leisure Golf
 - UK & Canada



Uniting the Marketing Mix

The CVB will focus on improving past initiatives and launching some new, enhanced initiatives in the areas of:

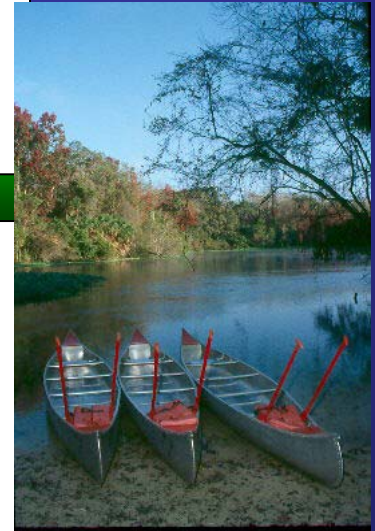
- Advertising & Collaterals
- Media Relations/PR
- Direct Sales
- Co-Op Promotions/Event Sponsorships
- Partnerships & Committees

Advertising Campaigns

Last year, the advertising budget was \$275,000 which translated into:

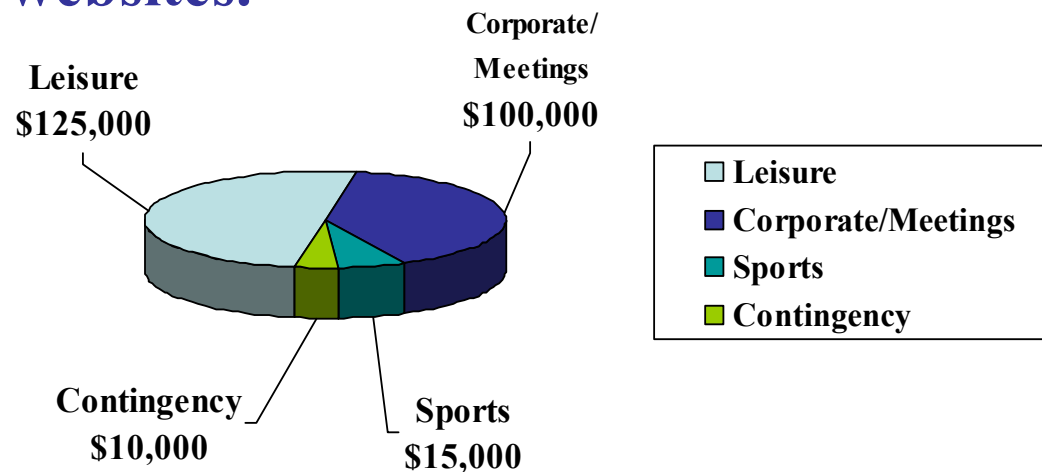
- Over 50 ad placements equaling 86 occurrences plus value added elements
- 44,324 reader inquiries
- \$4.1 million in visitor expenditures

2002 Media Conversion Rate was 15%
(a 1% increase over 2001).



Advertising Campaigns

This year, the advertising budget is \$250,000 and placements will be made in select local, statewide and national consumer and trade publications and websites.



Advertising Campaigns

Corporate Travel / Meetings Publications

Advertising will appear in new publications to reach the corporate business traveler on short and long-term stays.

- **Business Journals**
- **Drive Market Newspapers**
- **Trade Publications**

THE BUSINESS JOURNAL
SERVING JACKSONVILLE AND NORTHEAST FLORIDA



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Advertising Campaigns

Corporate Travel and Meetings Publications

According to the MPI Foundation's Annual Trend Study...

“47% of surveyed companies expect events to increase in 03/04”

A new advertising campaign will be designed to reach meeting planners directly responsible for booking small meetings and corporate travel.



Advertising Campaigns

Sports Event Publications

Although there are a number of “sports” publications, advertising will only be placed in those publications read by the decision makers to book events, tournaments and training in Seminole County.



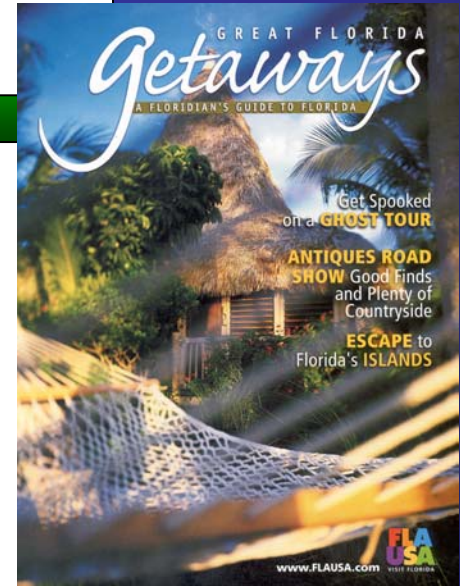
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Advertising Campaigns

Leisure Publications

Advertising will appear in fewer publications, but will appear in publications with a greater reach to the leisure market.

- FLA USA Official Visitor Guide
- FLA USA Great Getaways
- Orlando CVB Visitor Guide
- Undiscovered Florida
- Southern Living / Florida Special Section



Advertising Campaigns

Leisure Publications – Brand Messages

Advertising placed to reach the leisure market
will build on the brand messages with a
specific call to action for immediate booking:

www.northorlandohotels.com

www.northorlandogolf.com



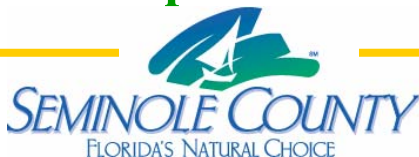
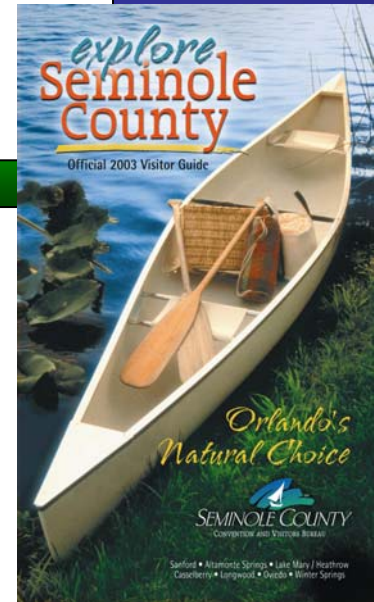
Marketing Collaterals

All printed and online collaterals will be enhanced to build on the existing brand:

- Explore Seminole County Visitor Guide
- Web site(s) redesign
- Bold headlines and copy with direct (and trackable) call to action
- New photography

New collaterals planned for 2003-2004 include:

- Meeting Planner Sales Guide
 - Brand Awareness 4-Page Newsletter
- Sports Event Inventory / Facility Guide



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Media Relations / PR

Proactive outreach to maximize editorial coverage.

- Annual “What’s New” Media Kit
- Editorial Calendars and Lead Responses
- Media Missions
- Individual FAM Tours
- Camp Seminole Group FAM Tours

Creative direction, collateral development and promotion planning.



Media Relations / PR

Getting the word out through “free” editorial in newspapers and publications throughout the world.

**\$199,867 in advertising equivalency
(October 1, 2002 – June 30, 2003)**

This means that editorial coverage has ‘increased’ the advertising buy by 75% by July of this fiscal year.



Media Relations / PR



*Society of American
Travel Writers*

*400+ Journalists Come to
Seminole County on
November 8th*



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Direct Sales

Direct sales is the process of one-on-one relationship development with the meeting planner, sport event organizer and industry professionals through:

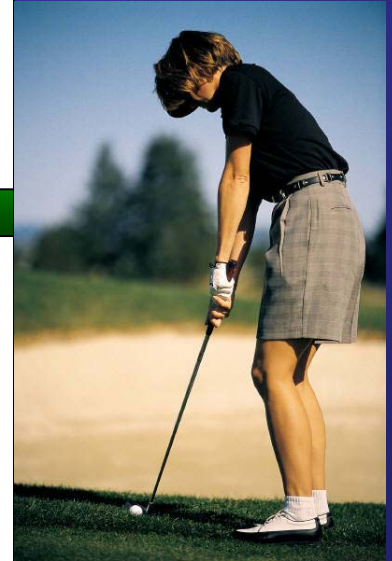
- Sales Missions
- Trade Shows
- Telemarketing
- FAM Trips



Direct Sales

Corporate Business Traveler

- Create incentives programs to include pre- and post-stays for the business traveler and their family.
- Aggressively market to HR departments and work with Central Florida Business Travel Association (CFBTA) and NBTA, the National Business Travel Association to increase corporate travel business.
- Enhance golf packages for the business traveler.



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Direct Sales

Small Meeting Market

- Development of a Meetings Planners Guide
- Dedicated section on the Web site for Meetings Planners/RFP
- Branding Seminole County as a meetings destination
- Attendance at more regional and national ‘small meeting’ trade shows



Direct Sales

Small Meeting Market - Continued

- Create a reunion FAM
- Create a Services Division of the CVB
- Establish and build relationships through GOAMPI/MPI, FSAE, TSAE



Direct Sales

Drive Market / Nature Niche

- Create synergy with nature-based associations with promotions, Web site banners and events
- Incorporate online booking with WorldRes in all brand advertising
- Leverage exposure with sales initiatives of Visit Florida and regional partners



Direct Sales

Team Sports and Leisure Golf

- Development of a Sports Facility Guide
- Dedicated section on the Web site for Sports Planners
- Attendance at more regional and national ‘sports’ trade shows
- Create specific sales and marketing plan for GolfPac to enhance bookings



Sports Marketing

Additional CVB Initiatives



Additional sports marketing efforts from the CVB this year include:

- Sports Marketing Task Force – Quarterly
- Sports Calendar of Events Online – by Sport
- Increased Presence at Local Sports Events



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Meeting & Event Services

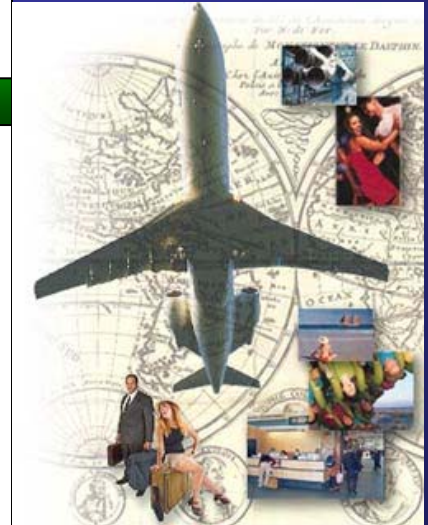
- Increase bureau services for area events
- Vendor referral network
- PR tool kit for pre-event and day-of editorial coverage opportunities
- Paid and value added advertising
 - Event programs
 - Web sites
 - Registration packets



Co-Op Promotions

This year, the combined budget for event sponsorships and co-op promotions will be \$328,000 and will include new cross promotions with feeder cities in key fly markets:

- **Boston/Portsmouth, NH**
- **Manchester, NH**
- **Myrtle Beach, SC**
- **Allentown, PA**
- **Columbus, OH**
- **Chicagoland/Rockford, IL**
- **Toronto, Canada**



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Event Sponsorships

Last year, the CVB funded 17 sporting and special events. These events produced more than \$5 million in direct economic impact.

- Scottish Highland Games
- APR Powerboat Superleague
- Got Milk? Soccer Tournament
- USA Softball & the Olympic Rings



Education & Involvement

- Quarterly Hospitality Networking Night
- Lunch N' Learn Programs
 - WorldRes
 - CVB Services
 - Market Research
- Seminole Shorts Email Newsletter
- Annual Tourism Awards Luncheon



Marketing Task Force



Bennett & Company
MARKETING



SALES & MARKETING TECHNOLOGIES



Choice
Communications
Systems



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Partnerships and Committees

Local and regional participation is key to maximize cross-promotional opportunities:

- IACVB and FACVB
- Meeting Professionals International (MPI)
- Society of American Travel Writers (SATW)
- Southeast Outdoor Press Association (SEOPA)
- Religious Conference Management Assoc.
- OOCVB Member
- Visit Florida Partner



“Florida’s Natural Choice”

Working Together

- Your input and your creativity are crucial.
- Relationship marketing will be key.
- Every element must be designed to work together.
- Plan for the long-term and focus on the details.
- Never lose sight of the target markets.
- Think and move fast, continue what works and eliminate what doesn't.

Thank You

